

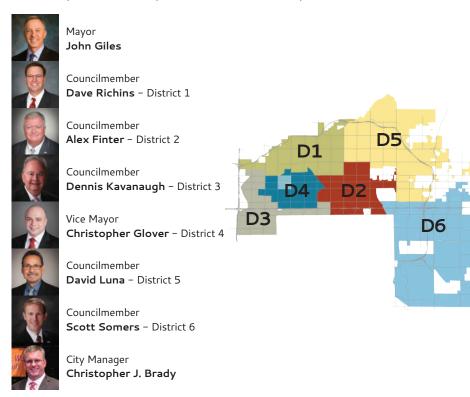


# Mayor & City Council

Mesa operates under a charter form of government with citizens electing a mayor and six councilmembers to set policy for the City.

Mesa's councilmembers serve terms of four-years, with three members being elected every two years. The mayor is elected at-large every four years. The mayor and council are elected on a non-partisan basis. The vice mayor is selected by the City Council.

The Mesa City Council believes that its people, not leaders, are what makes a City great and actively works to encourage **citizen participation** in the decision-making process. Whether it is through neighborhood meetings, advisory boards and committees, telephone calls and letters, or email, the Mesa City Council sets policies based on the input and needs of its citizens.



Chris Brady became City Manager of Mesa, Arizona in January 2006. With more than 25 years of public sector management experience, he is the Chief Administrative Officer of a municipality with approximately 3,500 employees, an annual operating and capital budget of \$1.2 billion and a population of 450,000 residents. Mesa, Arizona is the nation's 39th largest city.

He was hired by the Mayor and City Council in 2005 to bring new leadership and direction to City government. During his tenure, Brady has reorganized City departments, streamlined business operations, improved customer service and professionalism of City staff, and steered the City through some of the most difficult economic times in recent history.

# Parks & Recreation Advisory Board

Parks Board meetings are held bi-monthly (January, March, May, July, September, November) on the second Wednesday of the month at 5:00pm at the Mesa Parks and Recreation office.

The Parks and Recreation Board advises the Council on the operation and development of all City parks and recreational facilities and on the recreational program of the City. The Board elects a chairperson, who serves a one (1) year term.

### **Board Members:**

- · Kent Bulkley
- · John Duclos
- · Milt Fort
- · Jennifer Madsen
- · Wayne Manske
- · Bert Millett (Vice Chair)
- · Kathleen Rahn
- Joss Todd
- · Ron Wills (Chair)
- · Mark Yarbrough

To contact a member of our board, please contact **Jo.Donovan@mesaaz.gov**.

### Foundation for Mesa Parks and Recreation

Foundation Executive Committee

- · President Becky Robson
- · Vice President Kristin McPhie
- · Secretary Eric Robinson
- · Treasurer Jim Ruiz













P.O. Box 4121 Mesa, AZ 85211 Phone: 480-291-9112

Send E-mail to: info@mesaparksfoundation.org

Mesa Parks, Recreation & Commercial Facilities Department

Marc Heirshberg, Director

200 S. Center St. Bld #1 PO Box 1466 - Mail Stop 7010 Mesa, AZ 85211

Monday-Thursday 7am-6pm 480-644-2352 www.mesaaz.gov/parksrec

The Mesa Parks, Recreation and Commercial Facilities Department is committed to providing sustainable facilities and opportunities to enhance the quality of life and well being of our community.

Mesa Parks and Recreation is "Your Place to Play"! We are proud to serve our residents, visitors and community through our award winning programs and events. We hope you try something new, or re-discover something you enjoy by visiting our parks, pools, recreation centers, golf course and more! Come play with us, and let us make a difference in your life!

## **Awards**



Gold Medal winner 1978, 1992, 2000 Mesa Named 2014 Gold Medal Finalist



Mesa Named 2014 Playful City USA

# Parks, Recreation and Commercial **Facilities**

Total FTE's 209.4 Total Revenues Generated: \$9,952,641 Total Operation Budget: \$29,979,226 Athletic Fields: 110 Total Operating Expenses: \$28,870,700 Capital Budget: \$3,003,380 \$544,232

Total Acres: 2389 Parks: 61 / Basins: 134 Playgrounds: 60 Aquatic Centers: 9 Community Centers 5 Golf Course: 1

Amphitheater & Convention Center: 1

Cemetery: 1

### **Vision Natural Areas:**

Capital Expenses:

### Provide urban forests, natural areas, and waters that endure and captivate

Land, trees, and water—the foundation of our park system — require long term care and investment. Parks are protected to benefit the entire city; therefore, all residents have a stake in the future of these resources and bear responsibility for their stewardship. The PRCF Department is committed to providing leadership in natural resource management, connecting people to their natural environment, and fostering a sense of stewardship. The plan articulates goals and strategies that call for responsible management of the parks system's natural resources, programming that connects people with the natural environment, protection and care of trees, and development of partnerships that will further the goals of protecting natural resources and connecting people to them. Gold Medal 2025 also calls for balancing the distribution of natural areas throughout the city.

#### Conservation, Preservation and Sustainability

- · Converted 2.5 acres of turf to desert landscaping at Carriage Lane Park to concentrate water usage in turf areas that are playable for neighborhood use.
- · Solar panels were installed in the parking lot of the Red Mountain Center to help offset electric consumption and create shaded parking.
- · The entire irrigation system at Emerald Park was successfully updated to shorten the amount of time the sprinklers must be run each night. Prior to the renovation, sprinklers had to be run throughout the day to deliver sufficient water to sustain plants.
- Began multi-year cycle replacement program of obsolete irrigation controllers with Motorola Ace units. This will ensure continued operation efficiency of centralized irrigation controls throughout the park system.
- Renovated sports fields at two parks and four schools with energy efficient light fixtures and steel poles to replace the aging wooden ones.
- · Through the Community Fishing Program, a partnership with the Arizona Game and Fish Department, the City provides two urban fishing lakes at Red Mountain and Riverview Parks. The lakes are stocked regularly with a total of 18,761 fish, comprised of 22,415 pounds of trout, catfish, bass and sunfish. A total of 8,000 anglers fished in Mesa's urban lakes and provided \$750,000 in direct expenditures to Mesa's economy





- Lake Resources at Red Mountain, Dobson Ranch and Riverview help store irrigation water greatly increasing water conservation and decreasing the cost of irrigation.
- Community members volunteered for our department at swim meets, festivals, park clean ups, youth sports programs, and at the adaptive recreation events. This year our volunteers provided 46,908 hours of service, equating to a value of \$1,056,368.

### Natural Area Parks

- Desert Arroyo Park at the corner of McKellips and Ellsworth Roads is a beautiful 58-acre parcel of native desert uplands habitat. Zaharis Elementary School is in the northwest corner of the property. The park design takes full advantage of the site's landscape with a passive park focusing on experiencing the native desert. An existing desert arroyo will be enhanced to develop an interpretive educational experience. There will be a looped trail system and an outdoor desert classroom for environmental education. Additional improvements include site access, trails and interpretative signage, shaded picnic ramadas and gathering spaces and parking.
- Desert Trails Park at the northeast corner of McDowell and Recker Roads is a beautiful 6-acre piece of land covered in native desert vegetation and a 60 foot high knoll that is centered in the parcel. The City of Mesa is taking a sensitive approach to utilizing the property for nonmotorized recreational uses through a wide variety of trails and viewing pods. The park design includes a 1-mile multi-use walking/hiking trail that is the key backbone trail designed for most user levels. A 1-mile long mountain biking trail will meander up and down while circling the central knoll to create a variety of riding conditions. The controlled, yet rugged bike trail will provide a true mountain bike experience. The park will also include a BMX track, restrooms, ramadas and parking.

## **Vision Recreation:**

# Deliver recreation that inspires personal growth, healthy lifestyles, and a sense of community

The future calls for leadership that inspires all people to engage in recreation. In this plan, recreation includes all activities that make leisure time more interesting, enjoyable and personally satisfying. This plan recognizes that the benefits of quality recreation are astonishing, ranging from the development of life-long skills to fostering community and crime prevention. The PRCF Department is committed to enriching the lives of individuals, families and the entire community through positive and fulfilling recreational experiences. It will offer physical, artistic, environmental, and social activities throughout the city. Gold Medal 2025 sets forth goals and strategies to support the health and fitness goals of residents and to connect people to each other through recreation.

### Jefferson and Webster Recreation Centers

- Offer year-round activities, clubs, classes and special events to the local community. These facilities partner with Jefferson and Webster Elementary Schools, and provide a safe place for youth to recreate, socialize and celebrate.
- Provided a safe place to play, celebrate, contemplate and recreate for more than 500 pass holders totaling 48,300 participant uses.
- Increased total participant uses by 10%, in addition to the 7% increase experienced in 2013 and the 23% increase in 2012.





- Due to popular demand, special activity clubs were offered at each center. Clubs included running, photography, dance, art, Lego, fuse bead, mural and cooking. These clubs offered additional recreational experiences for youth who were interested in specialized activities.
- Hosted two family special events at each center which provided healthy socialization while promoting a sense of community. Over 3,500 community youth and residents attended the events which offered games, activities, face painting, fun photos, inflatables, raffles and entertainment.

### Red Mountain Center

- The Red Mountain Center offers group fitness and wellness classes, walking track, climbing wall, youth activity center, kids club, fitness center, gymnasium and special interest classes. The facility has been open since 1999 and is a 65,000 square foot facility that offers a safe place for people to play, celebrate, contemplate and recreate.
- Provided a safe place to play, celebrate, contemplate and recreate for more than 3,600 pass holders totaling 200,000 participant uses. The RMC offers year-round activities and facility rentals for the community.
- Delivered recreation that inspired healthy lifestyles by offering 98 group fitness classes per week (5096 classes per year). Classes offered include: Zumba, yoga, Pilates, step, cycling, boot camp, meditation, kick boxing and sculpting.
- Delivered recreation that inspired personal growth by offering 390 classes with over 15,000 participant uses. Classes offered include: music, tumbling, literacy, language, preschool learning, communication, creativity, Lego building, movie making, code writing, cake decorating, film, photography, dance, hula, belly dance, soccer, baseball, karate, aikido, tai chi, hapkido and capoeira.

### **Athletics**

- · Youth Sports is dedicated to providing a diverse range of programs with a focus on fun, teaching proper fundamentals, understanding the importance of physical activity, and developing good sportsmanship. Three different sports leagues, 15 sport camps or clinics, and 6 youth sports special events were offered in 2013/2014. Sports offered include flag football, soccer, basketball, lacrosse, volleyball, multi-sport, and cross training. Special Events offered include Fall Kickoff Celebration, Punt Pass & Kick, Pitch Hit & Run with the Chicago Cubs, Splish Splash & Dash, and Hershey's Track & Field Games.
- More than 1,800 participants enjoyed Youth Sports programs in 2013/2014, with the support of 110 volunteer coaches who provided over 4,500 hours of service. The department also provided more than \$5,675 in fee assistance to 227 of the 862 youth in our leagues.
- · A new initiative, the Positive Play Project (PPP), was launched in the fall of 2013. PPP encourages development and wellness in youth sports. The department partnered with several local organizations to provide high quality trainings, resources and outreach in areas including sportsmanship, positive coaching, concussion awareness, injury prevention, equipment and safety gear access, hydration and nutrition, fee assistance and scholarships. PPP partners include Positive Coaching Alliance, A.T. Still University, NextCare Urgent Care, ASU College of Health Solutions, and East Valley Sports. The City received a three year grant of \$62,250 from the Gila River Indian Community to support the project.
- Adult Sports provided more than 172,000 players on more than 1200 different teams, Adult Sports inspires a healthy lifestyle by offering adult leagues in softball, senior softball, flag football, volleyball and kickball.

- Sports organizations flock to Mesa for quality tournament venues for their tournaments. In 2013-2014 Mesa provided 6,855 field rentals resulting in \$546,257 in revenue. This figure does not take into consideration the economic impact these events bring to Mesa in the form of restaurant, hotel, and retail sales.
- The Community Youth Group Program supports youth recreation with open membership during the primary season for youth ages 18 and under. Rosters must include a minimum of 80% Mesa residents, be open to the public, and maintain non-profit or tax-exempt status. In 2013/2014 the department supported 25 Community Youth Groups providing quality youth sports programming in Mesa. The department provided 75 fields at 26 locations throughout the city with well-maintained sports fields to the 25 different groups serving over 6,800 youth.





### Adaptive & Inclusion Services

- The 23rd Desert Challenge Games were held in May. These games are co-sponsored with Arizona Disabled Sports and the International Paralympic Committee. Fun facts about this year's event: 250 athletes and 31 coaches/guide runners competed; 23 states and 13 countries were represented; 23 junior athletes from Arizona Disabled sports qualified for the National competition, and 8 adult athletes qualified for the US Paralympic National championships; 5 world records were established, 4 American records were set, and 24 junior records were broken in the junior division of the track and field events.
- Two athletes and two coaches represented Team Mesa at that Special Olympics National Games in New Jersey. Mesa Athletes competed in golf and track and field.
- The Annual You Look Marvelous Fashion Show is a cooperative adaptive recreation program provided by the City of Mesa and City of Chandler. Fifty nine models (participants) took part in the 6 week class that culminated with the fashion show. The event, which also includes a lunch, raffle and silent auction, raised \$15,000 to support the adaptive recreation programs of both Chandler and Mesa. Sponsors of the show include: Kohl's department stores, Desert Club, and Avalon Hair.

### Summer Camps

- · Camp Fiesta, the summer camp designed specifically for school age students (6-22 years of age) had 129 campers. This year the camp was extended one additional week, making this a 7 week camp. The extended week was well received by parents and campers.
- Wiggles and Giggles summer camp was initiated in 2013 to meet the needs of preschool children both with and without disabilities, providing a supportive atmosphere where children of all abilities can play together. The popularity of the program has grown quickly resulting in a second location established in 2014 and attendance reaching near capacity levels (37 registered of 40 possible openings).





### Recreation, Special Interest, Fitness & Wellness – Program Expansion

 Partnerships were established with Dobson Ranch HOA, and Arizona Badminton Center to offer a more expanded selection of recreation classes and programs to the community. In addition, sports, fitness, and other special interest classes such as Zumba, are now being offered in many outdoor park locations throughout Mesa. Additional recreational offerings are planned for the upcoming year.

### Mesa Convention Center & Mesa Amphitheatre

The Mesa Convention Center features 40,000 sq ft of meeting and event space including 19,000 sq ft exhibit hall, and an additional 40,000 sq ft of outdoor function space. Personal Touch Catering offers personalized catering for a variety of diverse events. The Phoenix Marriott Mesa, immediately adjacent to the Convention Center, offers additional meeting space, and 274 deluxe guest rooms and suites. Known for its great location, superb acoustics, and tiered lawn, the Mesa Amphitheatre offers an outdoor venue with a seating capacity of 5,000, and attracts both local and national acts.

The Mesa Convention Center hosted more than 800 events in 2013/14 with more than 150,000 people attending. Some events included the AZ Elk Society dinner, the Golden Rule banquet, the annual Arizona State Fire School, High Noon Western Collectibles show and sale, and a number of local/regional consumer shows. The facility was also the location of CycloMesa, a two day bicycle festival which includes the annual Tour de Mesa bike race.

Along with commercial concerts at the Mesa Amphitheatre, including Slightly Stoopid, Rebelution and the Avett Brothers, Wingstock: Where Music & Chicken Meat, took place. The fourth annual chicken wing festival featured chicken wings from a dozen local restaurants, live music by local talent, contests, and a large kid's zone.

A complete remodel of the bathroom in Building B was just one of many projects that took place throughout the year. The restrooms in the Amphitheatre were updated, and various area of the complex was repainted.

### **Vision Parks:**

# Create dynamic parks that shape city character and meet diverse community needs

As the city's demographics evolve the PRCF Department must create parks and amenities that are flexible, sustainable, and aesthetically beautiful, and with which residents and visitors can identify. This includes recruiting and retaining a diverse workforce that reflects the city's demographics. Achieving this vision requires that the organization listen carefully, anticipate future needs, explore new operating models, and obtain new funding sources. The department will continue to be a leader in focusing on parks and recreation, the role parks and recreation plays in stretching the imagination for shaping the city, and seeking partners to fulfill the mission of the organization. The plan calls for the development of park plans for areas where the city's population is growing or expected to grow. The plan also calls for determining the service and delivery goals of existing and new recreation activities through thoughtful examination. This will allow the department to be proactive in

offering new facilities, removing outdated or under-utilized facilities, collaborating and partnering with other service providers to prevent duplication.

### Park Development

- Opened renovated Riverview Park on January 25, 2014 with Double Play at the Park event drawing 30,000. Amenities include an adventure playground, a splash pad, picnic ramadas, walking paths, an expanded urban fishing lake, four baseball fields, and open turf areas. Open turf areas are planted in a newer variety of grass called Paspalum which is expected to perform better in the high traffic conditions of Cubs stadium parking and programmed sports field/drop in use at Riverview.
- Renovation of Guerrero Rotary Park was completed with new play equipment, enhanced lighting, refresh of the mural, and construction of a youth baseball field.
- Held a Build Day on April 26, 2014 to update the Porter Park
   playground with new equipment and a mural through partnerships
   with KaBOOM, Mesa Leadership, and Dave Bang/Playworld.
- The first season in Cubs Park started February 27, 2014. Attendance through the 2014 Spring Training season reached 214,815 over 15 games.
- The first 8-acre phase of Eastmark's Great Park was turned over to City after being constructed by the developer. Amenities include the City's first splash pad, basketball courts, walking paths, and a lake.
- · Acquired additional 2.5 acres for future expansion of the Mesa Cemetery.
- Design is underway in 8 of the new park/park renovation projects included in the 2012 Parks Bond package. These sites include Desert Trails Park (McDowell & Recker), Desert Arroyo Park (McKellips & Ellsworth), Mariposa Park (Medina & Hawes), Pioneer Park, school to park conversion at the former Mesa Junior High property, school to park conversion for the outdoor areas at the former Powell Junior High property, Mesa Aquatic Center on the Mesa High campus, site planning for the Downtown Urban Plaza, and museum reuse of the Federal Building. Public meetings to review design concepts have been held in the neighborhoods surrounding each site. Construction is expected to start on most of these projects by late Summer 2014.
- The City purchased 19 acres to expand Monterey Park through the 2012 Parks Bond package.
- Converted 2.5 acres of turf to desert landscaping at Carriage Lane Park to concentrate water usage in turf areas that are playable for neighborhood use.
- Solar panels were installed in the parking lot of the Red Mountain
   Center to help offset electric consumption and create shaded parking.
- The entire irrigation system at Emerald Park was successfully updated to shorten the amount of time the sprinklers must be run each night. Prior to the renovation, sprinklers had to be run throughout the day to deliver sufficient water to sustain plants.
- Renovated sports fields at two parks and four schools with energy efficient light fixtures and steel poles to replace the aging wooden ones.
- Constructed two 19-hole disc golf courses at Red Mountain Park through a grant from the Timken Foundation, volunteers, the Mesa Urban Corps, and City staff efforts.





# Vision Maintenance & Safety:

# Maintain a safe place to play, celebrate, contemplate and recreate

Keeping the parks safe requires a long-term commitment to people and places by the PRCF Department and its many partners. Safety, both real and perceived, is achieved through a combination of preventive and corrective measures. Delivering consistently safe parks also requires that they are well maintained and designed to prevent accidental injury. The plan calls for bolstering preventive measures that included developing ongoing relationships with park visitors, setting clear expectations of appropriate behavior in the park system, providing training to staff and visitors, and providing parks and facilities that are safe by design.

### Park & Aquatic Maintenance

- · Park maintenance fulfilled 1,929 work requests through May.
- · Sports Field staff prepped fields 7,670 times through May.
- · Began multi-year cycle replacement program of obsolete irrigation controllers with Motorola Ace units. This will ensure continued operation efficiency of centralized irrigation controls throughout the park system.
- The gym floors at the Broadway Recreation Center and the Red Mountain Center were refinished to improve the play surface and court markings.
- Repaired cantilever deck and replaced the plaster at Fremont Pool to keep this facility in operation for the foreseeable future.
- Park Maintenance completed the City's first full inventory of trees in the park system through an Arizona State Forestry grant. There are 14,927 trees in the City's park inventory.

#### Park Ranger Program

- The City of Mesa Park Ranger program was established in 1987, when it was
  the first of its kind in the valley. The mission of the Park Ranger program is
  to reach out to all park visitors with information and support that will enrich
  their recreational experience and provide a pleasant, safe park environment.
- Five Park Rangers work various shifts to cover high-volume park use time periods throughout the week. Rangers conduct over 2500 park inspections annually throughout the 58 parks, 133 retention basins, various sports complexes, recreation centers, convention center, amphitheater, cemetery and pools.
- The Park Rangers are always popular at city-wide and department special events. Rangers use these opportunities to interact with citizens, build relationships with park users, and foster the attention of Mesa youth. Rangers attended over 12 special event functions in 2013-2014.
- Park Rangers take part in regular training related to law enforcement, emergency response, crowd management, and dealing with the homeless population. In addition the Rangers assist PRCF staff with seasonal staff training in emergency and safety procedures.
- Park Rangers partner with Mesa Police to ensure appropriate park use and spend a great deal of their time educating the public about park rules and City Code. The Rangers also respond to citizen calls and concerns, respond to facility alarms, and take part in Mesa's Hydration Program.

#### City Prosecutor's Office & Mesa Police Department

 Mesa is committed to providing equal access to all customers. Guerrero Rotary Park had deteriorated and became a hangout for the homeless during the day and saw an increase in gang activity at night. A partnership with PRCF, City Prosecutor's office, and Police, to revitalize the park was initiated. In 2013 more lights were added, the playground was completely renovated, and a baseball field installed. "Crime Prevention Thorough Design" landscaping improvements were made. Residents are thrilled with the improvements that helped create a positive environment and reduced negative activity. Based on this model, not only are additional parks being targeted for revitalization, but additional funding was recently provided to install shade over the new playground and redo the outdoor basketball court to complete Guerrero Rotary Park.

 The tragic and unfortunate death of police officer Brandon Mendoza sparked a new initiative to raise funds to further improve Guerrero Rotary Park with the construction of a youth baseball field in memory of Officer Mendoza. This project will include turf and infield renovation, irrigation, fencing, lighting and player areas.

### Transportation

· In partnership with the City' Transportation Department, three new parks are being established along Mesa Drive as part of the Mesa Drive Corridor Improvement Project. Locations include Mesa Drive/ 10th Ave, Holmes/Mesa Dr. and Southern/Mesa Dr. This is a joint project between transportation and PRCF as the sites were originally purchased as part of the Mesa Drive street improvements. Rather than selling the parcels for commercial use, Council opted to turn the sites into parks as a way of thanking the neighbors for their cooperation during construction, and also to help create more recreation opportunities in central Mesa.

### Mesa Public Schools

• The Mesa Parks, Recreation and Commercial Facilities Department has a long-standing use agreement with Mesa Public Schools that provides both parties with the ability to grant reciprocal use of facilities. The IGA sets out a "reciprocal" arrangement where MPS grants first priority access of school facilities to City and Community Groups during non-school hours and after scheduling District priority uses. In exchange, the City grants first priority use of City facilities by MPS and other District-sponsored users after scheduling City priority uses and when not governed under a separate joint-use agreement.

### Arizona Disabled Sports/Mesa Association of Sports for the Disabled

• Mesa Parks, Recreation and Commercial Facilities (PRCF) developed an essential partnership with Arizona Disabled Sports (AzDS) and Mesa Public Schools (MPS) to provide quality sports programs to individuals with physical and intellectual disabilities. AzDs, a non-profit (501C3) organization was established in 1989 to assist PRCF and MPS in providing comprehensive sports programs to meet the diverse needs of the community. This partnership provides year-round programing with a focus in ten different sports programs for individuals with physical disabilities, and those with intellectual disabilities. AzDS in partnership with PRCF and MPS is now recognized nationally for hosting such competitions as the National Junior Wheelchair Disability Championships, regional and national power soccer tournaments, Junior Wheelchair basketball tournaments, the Desert Challenge Games, an event sanctioned by International Paralympic Committee, and the International Paralympic Trials.

### Visit Mesa

• Mesa Parks, Recreation and Commercial Facilities Department continues to work closely with Visit Mesa in a variety of ways. In addition to holding a position on the Visit Mesa board of directors, the recreation staff works in conjunction with Visit Mesa's sports salesperson to bring large leagues and tournaments to the City which utilize our sports fields. Attracting meeting and events to Mesa is the focus of both Visit Mesa and the Mesa Convention Center, whose staff members work together to find groups to fill our hotels and meeting spaces. Our teams coordinate efforts for any large events in Mesa that utilizes both our facilities/fields and hotel rooms.



